

REP HEADLINE# 6320983  
 \*\*\* ORIGINAL REV#0 \*\*\*  
 REP: TEL# 215-564-1206  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET  
 HARRIS REPORT FROM REP  
 SEP18/12 11.06  
 \*\*\* WPXI-TV \*\*\*

ADV # 13160 ADV. NAME POLI/K ROTHFUS/R/CON/PA  
 AGY # 03469 AGY. NAME STRATEGIC MEDIA PLACEMENT  
 7669 STAGERS LOOP  
 DELAWARE, OH 43015  
 ORDER # 331837 CONTRACT # 6320983  
 CLASS: NATL. LOCAL REGIONAL  
 BUYER NAME WHITNEY EVERSOLE  
 SALES PRSN WA- CHERYL BLAIR  
 REP.# OFF.# 18 SALESMAN #

PRDCT KEITH ROTHFUS 9/18 EST#2697 COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES SEP18/12 SEP21/12 WK-1  
 CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP18/12 11.06

REP: TO NSM/NSA  
 FR LINDSEY FOR CHERYL  
 NEW ORDER  
 TTLS \$11,775  
 PLEASE CONFIRM, THANKS!

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			600A-700A	30		\$575.00	9/20	9/21	2		TH-F	2
PROGRAM : CH11 NEWS AT 6AM												
2			700A-800A	30		\$475.00	9/20	9/21	2		TH-F	2
PROGRAM : TODAY SHOW												
3			500P-530P	30		\$575.00	9/20	9/21	2		TH-F	2
PROGRAM : NEWS												

AGENCY ADVERTISER CODE =  
 AGENCY PRODUCT CODE =  
 AGENCY EST# = 2697

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REP: TEL# 215-564-1206 FAX# 215 564 1103  
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:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS/WK	:WEEK INVT	:DAYS	:TOTL SPTS
4			530P-600P	30		\$600.00	9/20	9/21	2		TH-F	2
PROGRAM : NEWS												
5			600P-630P	30		\$775.00	9/19	9/21	3		W-F	3
PROGRAM : CH11 NEWS												
6			700P-730P	30		\$1,250.00	9/20	9/21	2		TH-F	2
PROGRAM : JEOPARDY												
7			730P-800P	30		\$1,250.00	9/19	9/21	2		W-F	2
PROGRAM : WHEEL-JEOPARDY												
											CONTRACT TOTAL	11775.00
											TOTAL SPOTS	15

SEP/12 11775.00

MARKET TOTALS \$47,100 WPXI 25% KDKA 33% WTAE 24% WPGH 15% CABL 0% WPCW 3% WPMY 0%

SVC- NSI  
 DEMOS- RA35+\*